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(71) Applicant (for all designated States except US): **RECIVA LIMITED** [GB/GB]; 19 Sturton Street, Cambridge CB1 2SN (GB).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **HUTCHISON, Giles, Rowland, Whitfield** [GB/GB]; 82 Greenend Landbeach, Cambridge CB4 8ED (GB).

(74) Agent: **BARKER BRETTELL**; 138 Hagley Road, Edgbaston, Birmingham B16 9PW (GB).

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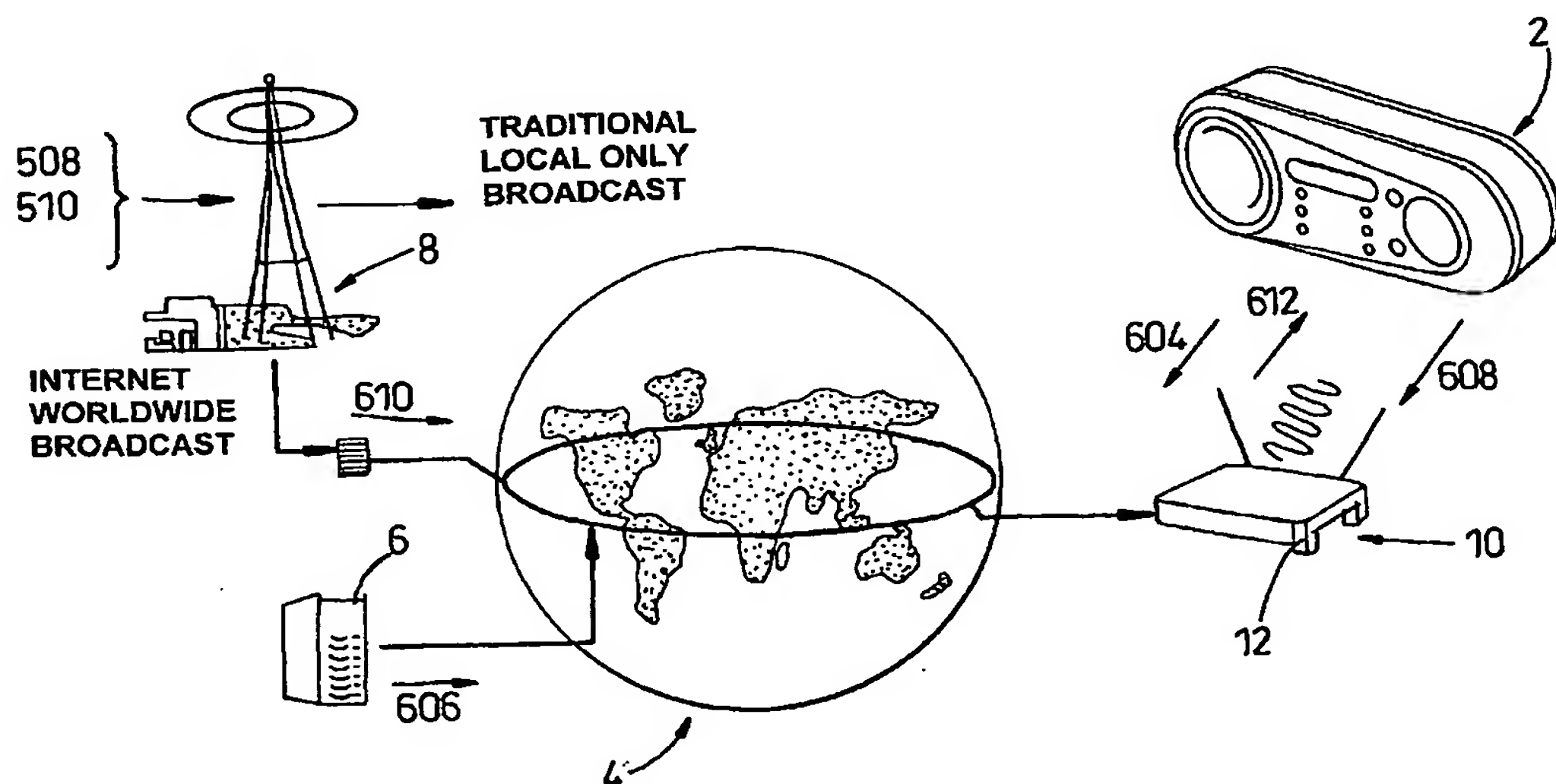
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(54) Title: A METHOD OF TRANSMITTING DATA AND RELATED APPARATUS



(57) Abstract: A method of transmitting data including an audio stream to a network audio stream receiver across a network connection (4, 10) thereto. The receiver (2) is provided with a hardware address (208) that can be read across the network connection (4, 10) and the method includes reading the address (108) prior to and/or during transmission of the data and tailoring the data according to the address. The receiver (2) may be an Internet radio.

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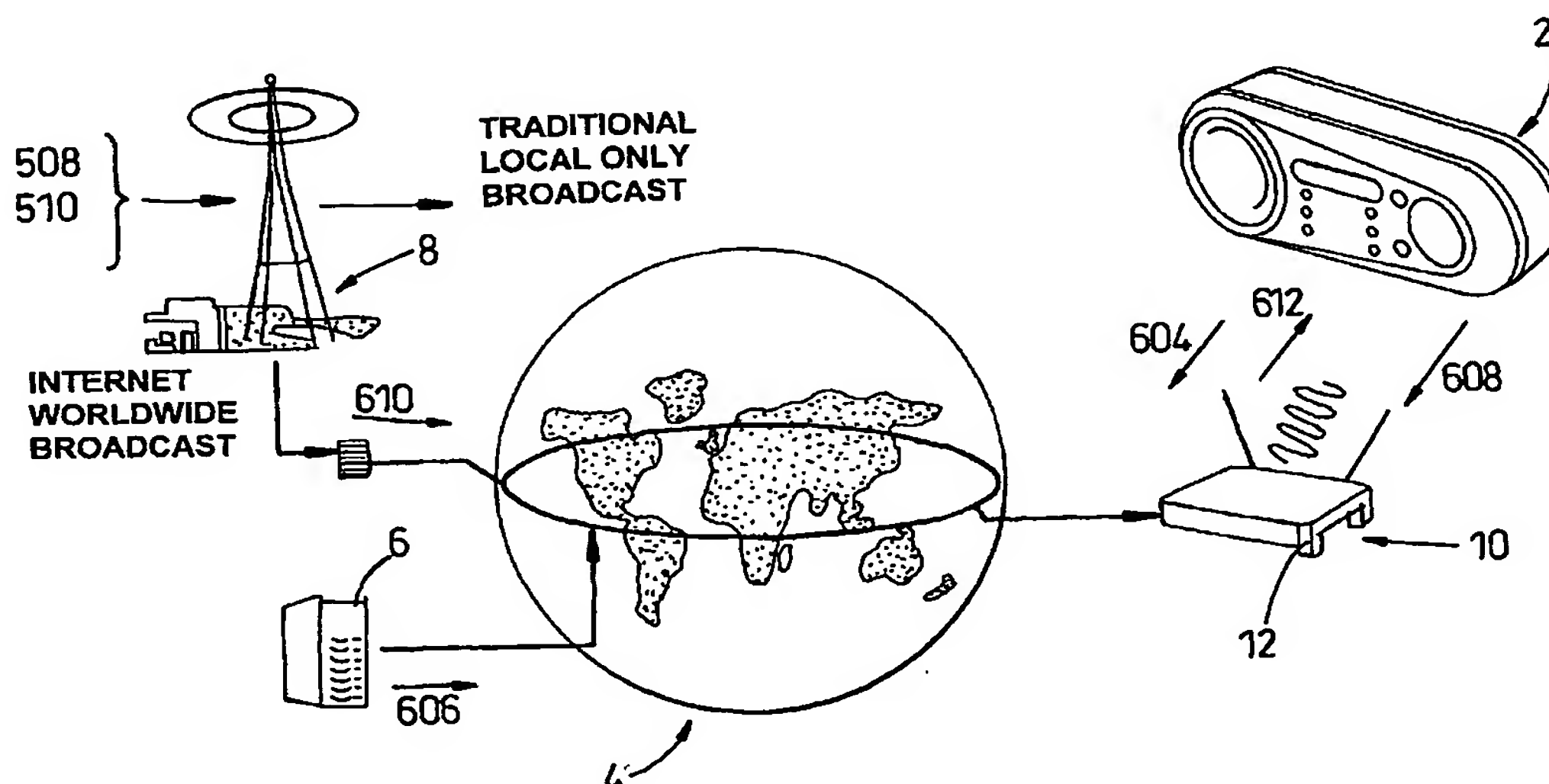
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